

METHODOLOGY FOR EVALUATION OF ELIGIBLE APPLICANTS

A. Advertising Agencies :-

Criteria	Max score
Presentation : content	10
Presentation: Role clarity and strategy to be adopted for IR	20
Indicate account planning team, including servicing and creative which shall be earmarked for IR along with names, qualifications, past credentials (campaigns) of key people in the company including the executive committee	10
Global and Indian clients serviced in the last three years (2007-08 to 2009-10)	10
Key resources available: <ul style="list-style-type: none"> • In house language / translation cell • In house event management cell • In house exhibition cell • In house film production unit • In house creative / copy /art unit 	10 [2 marks for each item]
Average billing income from advertising assignments in the last three financial years, i.e. 2007-08, 2008-09, 2009-10	26
No. of offices in India(in Zonal Railway Headquarters)	14 (one point for each city)
Total	100

(Contd..)

B. Media Buying Agencies :-

Criteria	Max score
Presentation : content	10
Presentation: Role clarity and strategy to be adopted for IR	20
Indicate media planning and buying team including servicing officials which shall be earmarked for IR along with names, qualifications, past credentials (campaigns) of key people in the company including the executive committee	10
Global and Indian clients serviced in the last three years (2007-08 to 2009-10)	10
Average billing income from advertising assignments in the last three financial years, i.e. 2007-08, 2008-09, 2009-10	36
No. of offices in India(in Zonal Railway Headquarters)	14 (one point for each city)
Total	100